

The bachelor's thesis „Comparison of marketing communication of two tourist destinations towards czech customer" deals with tourism and its popularity among Czech travelers and focuses specifically on the region of Italy and Switzerland. At the same time, it focuses on the marketing communication of these destinations aimed at potential Czech customers and analyzes its content and the communication channels through which it is disseminated. It explains the concepts related to the topic, presents many graphs and tables related to European tourism in the last decade and compares the tourism itself in both destinations. The practical part of the work consists of quantitative research in the form of an online questionnaire survey, subsequent analysis of the results and proposed recommendations. This part of the work serves to verify or refute the researched hypotheses, which deal, among other things, with knowledge of marketing communication of individual destinations, its importance and relation to their attractiveness to Czech customers. The result of the work is a comprehensive view of the researched topic, a comparison of communication activities of both destinations and an analysis of respondents' answers.